

# COMMUNITY FUNDRAISING

Community fundraising (also known as do-it-yourself fundraising) is a great way to raise some of your own funds, or funds for other good causes.

## **Keywords**

Fundraising – activities that raise money for a good cause, community group or charity

Regulatory requirements – rules or laws you must stick to

## **What is it?**

Community fundraising usually involves activities in your local neighbourhood to raise money for your good cause and have the added benefit of bringing people together, making local connections and having some fun at the same time.

Your activities might include street parties or sponsored walks, film nights or fashion shows, bingo nights or sporting events. You might collect donations this way or have a small charge to go towards your cause; either way it is a good way to make connections and raise money in your local area, without a whole lot of restrictions on how to spend it.

## **Planning your fundraising**

Allow plenty of time to prepare your activity; a lot of time and energy can be saved by planning ahead. If you are holding a summer event, start planning in January, form a small group to co-ordinate it, make a checklist of jobs that need doing, and allocate tasks appropriately among the group. Have regular meetings to check progress and keep records to track your progress.

## **A to Z of fundraising ideas:**

Abseils  
Alternative therapy day  
Art exhibition  
Art competition  
Assault course  
Auction of promises  
Ball/banquet  
Bingo  
Blind date  
Bowls  
Bridge night  
Carol singing  
Casino event  
Celebrity raffle  
Club night  
Coastal walk  
Coffee morning  
Collections  
Comedy night  
Concert  
Corporate events  
Cycling event  
Design a garden  
Dinner dance  
Dog shows  
Dress down day  
Duck race  
Face painting  
Fancy dress competition  
Fashion show  
Fete  
Fun run  
Garden party  
Golf day  
Graffiti wall  
Healthy eating day  
James Bond night  
Kids' fun day  
Knitting competition  
Memorabilia auction  
Murder mystery  
Musical night  
Overseas challenge  
Parachute jump  
Party in the park  
Picnics  
Pie throwing  
Plant sales  
Puppet theatre  
Quiz night  
Raffles  
Skydiving  
Speed dating  
Sporting events  
Stars in your eyes  
Talent show  
Tea dance  
Tug of war

## Here are a few pointers to think about:

- Your fundraising target and timescale – How much money do you need, what is it for (is there a specific cause that you will put it towards and when do you need the money by?)
- Your activity – What is the best way to raise the money you need in the time that you have? Will the activity fit in with the image of the group, your values and aims?
- Resources – Do you have enough people to help organise the activity, what equipment or other resources do you need, do you need people with particular skills and are you making the best use of the skills that you have? Do you, or a member of your group, know a local celebrity who could open an event or get involved?
- Costs – It's important to set a budget for any costs involved (such as promotion, room hire, equipment etc.), and how you will fund these costs. Try and look for discounts, link with other groups, or use other local events to reduce your costs and attract a wider audience.
- Keeping it legal – There are a number of regulatory requirements that may have an impact on your fundraising. Some activities require special permission or a licence (such as car boot sales, flag days, raffles, bingo, door-to-door collections). Don't let these put you off. The Institute of Fundraising provides useful guides and legal information and best practice to help you to run your activities. If you need a permit or a licence, you need to apply for these well in advance from your local council.
- Insurance – Think about the risks involved in running your activity (including weather conditions if it is an outside event), you may need insurance to cover theft or damage or if bad weather means you have to cancel the event. Doing a proper risk assessment and working out a plan if things go wrong is very important.
- Publicity – Think about who you are trying to attract and how you are going to get people involved. Will posters and leaflets that you hand out or put up (for instance in shops, libraries and doctors' surgeries) help to attract people? Could you write a press release for the local paper, radio and any other free papers or community newsletters?
- Double your fundraising target – Do you have any links with local businesses or sponsors who may be able to match the amount of money you raise, to double your fundraising efforts?

- Share your success – Once you have completed your activity and counted up how much you have made, don't forget to thank your donors, volunteers and sponsors. Why not also share your fundraising success with the local papers or newsletters to help raise the profile of your group and attract interest for your next fundraising activity?

## Don't forget Gift Aid

Gift Aid allows charities (and Community Amateur Sports Clubs) to claim back the basic rate of tax already paid on donations by the donor (without any financial impact on the donor).

To claim Gift Aid, you need to register with HM Revenue & Customs (HMRC) for tax purposes. The donor then has to make a declaration to give the charity permission to reclaim the tax back on their donation. Usually this declaration involves ticking a box to say they would like Gift Aid to be claimed.

## Further links:

- Institute of Fundraising – professional membership body for UK fundraising: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)
- Gambling Commission – information on applying for licences and regulation covering bingo, casinos, lotteries etc: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)
- HM Revenue and Customs (HMRC) – Charities Helpline Tel: 0300 123 1073
- Gift Aid: what donations charities can claim on – [www.gov.uk/guidance/gift-aid-what-donations-charities-and-cascs-can-claim-on](http://www.gov.uk/guidance/gift-aid-what-donations-charities-and-cascs-can-claim-on)
- Tax-effective giving: [www.gov.uk/donating-to-charity/overview](http://www.gov.uk/donating-to-charity/overview)



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